

CREATING A COHESIVE, COORDINATED AND CULTURALLY-APPROPRIATE APPROACH TO HURRICANE PREPAREDNESS OUTREACH

QUALITY IMPROVEMENT STORY BOARD
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The Problem

During the 2013 hurricane season, the New Orleans Health Department noticed that there were multiple agencies conducting hurricane preparedness outreach and there was significant overlap in these efforts with no consistent messaging. Outreach materials were primarily focused on evacuations and did not provide in-depth information to at-risk populations.

The Solution

1. Planning

In January 2014, the New Orleans Medical Reserve Corps which operates under the New Orleans Health Department received a \$20,000 grant from the National Association of City and County Health Officials for the development and coordination of hurricane preparedness outreach.

In order to implement this plan, the New Orleans Medical Reserve Corps hosted a series of coordination meetings with the following partners:

- New Orleans Office of Homeland Security and Emergency Preparedness
- Evacuteer
- American Red Cross
- New Orleans EMS
- Regional Transit Authority
- Entergy
- Louisiana Office of Public Health

2. Development of New Materials

In the spring of 2014, new consistent, cohesive, accurate and culturally appropriate outreach materials were developed. All publications are written in under a sixth grade reading level, include infographics, and are easy to read

for those with visual impairments. The materials were tested by community partners prior to assure that the information was easily understood.

The new materials include information about evacuation, sheltering in place, Evacuspots, the Special Needs Registry, and frequently asked questions.

3. Coordination of Events

Throughout the 2014 hurricane season, the partners listed coordinated outreach events in order to not duplicate efforts and provide the most accurate information to the community. For example, all outreach events for populations with medical needs were led by the New Orleans Health Department and presentations to children were conducted by Evacuteer.

4. Training for Community Partners

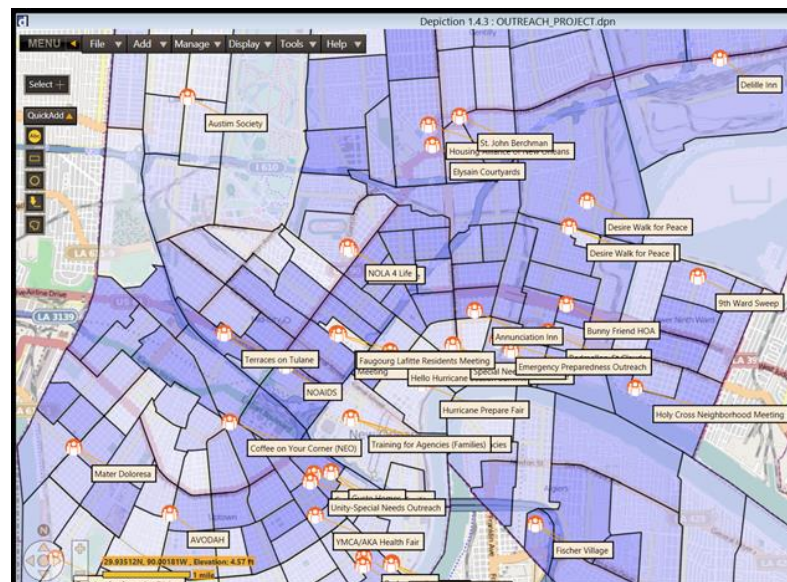
In June 2014, the New Orleans Medical Reserve Corps and Health Department held trainings for our community partners serving at-risk populations. The goal was to train these partners so that they can provide hurricane preparedness information to their clients.

The Results

- **8** new outreach materials developed
- Over **23,000** brochures distributed
- **103** community partners trained at **10** training sessions
- Over **1,200** households reached at **49** community outreach events
- **358** new at-risk individuals enrolled in the Special Needs Registry through **29** enrollment events
- **23** at-risk individuals reached through door to door outreach
- The New Orleans Medical Reserve Corps volunteers conducted **145** hours of service

Next Steps

Brochures were translated into Spanish and Vietnamese but were not printed in time for the 2014 hurricane season. Therefore, printing these materials and reaching non-English speakers will be the primary focus of the 2015 season. Other groups that will be added to the at-risk population category are pregnant women and individuals with mental health needs.



Map of 2014 Hurricane Preparedness Outreach Events with Social Vulnerability Index by Neighborhood